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UNITED STATES DEPARTMENT OF AGRICULTURE
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3 RECOMMENDATIONS RELATING TO EDUCATIONAL WORK MADE
BY AGRICULTURAL MARKETING ACT ADVISORY COMMITTEES //
DURING THE YEAR JUNE 1, 1953 TO JUNE 1, 1954

Seventeen AMA industry advisory committees made 50 recommendations calling attention to educational program needs in getting rapid application of the results of marketing research. The following recommendations were made by the various committees:

Citrus Fruit

- a. Market Facilities, Equipment, and Work Methods.--Expand educational work on produce market facilities (assembly markets, concentration markets, secondary and terminal markets) and initiate extension work on materials handling, handling equipment and work methods with growers and handlers, and on marketing practices, methods, and market organization with producers and marketing agencies at country points.
- b. Consumers.--Expand extension program in consumer education.
- c. Merchandising Methods.--Expand educational work with wholesalers, retailers, and secondary suppliers to encourage better handling and merchandising methods.

Cold Storage

- a. Correct Use of Refrigeration.--With many more families buying home freezers, there is need to expand educational programs on the buying, packaging, storage, preparation, and use of food items adapted to home storage freezers. Widest use of radio, television, and newspaper articles should be made to acquaint consumers with information available.
- b. Improved Methods and Equipment.--Expand educational work on development and use of improved methods and equipment for farm and home refrigeration, freezing, and storage.
- c. Refrigeration in Produce Markets.--Expand educational work to acquaint local produce markets and retail establishments in the proper use of refrigeration. Fresh vegetables lose much in quality in the market place if not refrigerated and therefore consumers, handlers, and producers all share in these extra costs.

Cotton and Cottonseed

Educational and Service Work.--Initiate or expand work as needed on cotton and cottonseed marketing through Federal cooperation with appropriate State agencies. Areas of work suggested for attention in some States are:

- a. Improved ginning, packaging and sampling.
- b. Improved marketing and handling of cotton and cottonseed, including warehouse storage.
- c. Increased adoption and use of quality measurements in cotton buying and selling.
- d. Encouraging more widespread assembling and dissemination of pertinent marketing information.

Dairy

- a. Extension Marketing.--More work in this field is needed and desirable to assist in educating a larger segment of the population in the factors affecting the dairy industry, both locally and nationally, and in directing information to the consuming public on the nutritive value of dairy products.

Deciduous Fruit and Tree Nuts

- a. Consumers.--Expand extension program in consumer education.
- b. Merchandising.--Expand extension work with wholesalers, retailers, and secondary suppliers to encourage better handling and merchandising methods.
- c. Market Facilities and Methods.--Expand extension work on produce market facilities, including assembly, concentration, secondary, and terminal markets, and initiate extension work on materials handling, equipment, and work methods with growers and handlers.
- d. Country Shippers.--Expand extension work at country point with producers and marketing agencies on marketing practices, methods, and market organization.

Dry Beans and Peas

- a. Consumer Education Program.--Educational work with consumers is a program to stabilize the market for farm products which can be very helpful in the marketing of dry beans and peas. It is recommended that this work be continued in areas where now operating and that it be further developed so as to reach a larger percentage of the population.

Feed

- a. Feed Manufacturers Inventory Management and Risk Problems.--Research and experience of feed manufacturers indicate a need for further study and development of improved methods for dealing with inventory management and risk problems. In cooperation with industry, continue and expand educational work in this field.
- b. Variation in Marketing Costs and Efficiency.--There is a wide variation in marketing costs and efficiency among feed manufacturers, especially those operating on a small scale. Additional educational work should be undertaken in this field. The efficiency of the feed industry can be increased by more general adoption of methods and practices developed by research and used by efficient operators.
- c. Sound Marketing Information for Feed Manufacturers and Distributors.--Sound marketing information and ability to appraise current and future trends are requirements in successful feed manufacture and distribution. More attention should be given to informing feed processors on economic conditions and on supply, demand, and price outlook as the basis for making sound business decisions and improving merchandising efficiency.

Food and Nutrition

- a. Evaluating Consumer Program.--The committee wishes to reaffirm its interest in education in food and nutrition and to commend the Department for its efforts in this area. In the committee's opinion it appears to be wise to provide basic food-marketing information for leaders, to use mass media to reach the general public, and to emphasize program activities in heavily populated areas. The committee believes, however, that the time has arrived to evaluate the program as a basis for shaping future plans, and therefore recommends: studies to learn the extent to which its materials have actually been used by the recipients, and to determine the effect of the program, to date, on the food-buying practices of a suitable sample of families and institutions ultimately receiving the information. In appraising the value of this program to families, consideration should be given to its contributions to purchasing practices which improve nutrition as well as save money.
- b. Low Income Families.--The committee recommends that the Department explore possibilities of educational programs designed especially to give greater assistance to low-income families since they have special need for improving their diets and purchasing practices, and because they are frequently missed by usual program methods.

- a. **Grain Grading and Marketing Schools Including Variety Identification.--** Continue and expand where needed grain grading and marketing schools for producers, country grain dealers, and elevator operators to improve grading, handling and marketing. In areas where buying and selling of grain is other than on the basis of grades continued efforts of the Extension and State Departments of Agriculture are particularly needed. In this connection where applicable the work should be expanded on variety identification as a supplement to grades and trade practices in marketing and milling and in evaluating baking types of wheat.
- b. **Consumer Education.--** Educational and informational programs for consumers should include more information on the use and value of bread and cereal products in the family diet.
- c. **Elevator Organization and Management.--** Conduct elevator organization and management schools for elevator owners, managers and other interested persons. Such schools should include business organization principles, operating methods, bookkeeping, marketing practices, place of supplementary enterprises and other features of good business management. Such schools should be conducted in cooperation with industry, Federal and State agencies as well as cooperatives.
- d. **Storage and Marketing Facilities.--** Expand educational work (particularly in northeast and southeast) with producers and the trade on better methods of conditioning and storing grain both on farms and at elevators and on providing adequate facilities that will protect quality, encourage more efficient storage, processing and the marketing of grain crops.
- e. **Annual Surveys of Space Available for Grain Storage.--** Lack of knowledge of the location of space for storage of the current grain crop results in inefficient use of transportation equipment and unnecessary handling. Information on total storage capacity should be obtained by annual surveys before harvest to determine the extent to which this storage is already occupied by the previous year's crop. This type of information is needed in all major grain producing States and should be widely disseminated to facilitate efficient handling as grain is harvested.
- f. **Grain Market Situation and Problems.--** The Extension Service should continue to give particular attention to educational work with grain producers and the trade with reference to domestic and foreign markets, government programs and other problems affecting the marketing and utilization of food and feed grains.
- g. **Grain Deficit Areas.--** In the grain deficit areas of the Eastern and Southern States a major portion of the locally produced grain is sold at depressed prices, is often handled inefficiently and in many instances deteriorates in quality because of inadequate drying, storage and processing facilities. Assist in determining the location, size and type of farm and commercial facilities needed and encourage the establishment of such facilities as are needed and improve the efficiency of existing facilities. The establishment of drying, storage and processing facilities has resulted in higher prices in the fall, decreased handling costs, less loss in quality and reduced insect infestation.

POTATOES

- a. Consumers.-- Expand extension program in consumer education.
- b. Merchandising and Handling -- Expand the work under contract and by the Extension Service on the training of wholesalers, retailers, and secondary suppliers in better methods of merchandising and handling fresh fruits and vegetables.
- c. Country Point.-- Expand educational work at country point with producers and marketing agencies on marketing practice methods and market organizations.
- d. Market Facilities Work Methods. -- Expand educational work on produce market facilities in marketing channels and initiate extension programs on materials handling, handling equipment, and work methods with growers and handlers.

OILSEEDS AND PEANUTS

- a. Grading and Marketing. -- Continue and expand educational work with producers, county dealers and processors on grading and marketing of soybeans, cottonseed, flax, other oilseed crops and on peanuts.
- b. Market Situation and Outlook. -- Additional effort should be made in educational programs to keep producers, processors, and others fully informed on current and long-range prospects with respect to market outlets, new or expanded uses, exports, foreign competition and other pertinent factors affecting the production and marketing of oilseed crops and peanuts.

RICE

- a. Coordinated Educational Program. -- The Committee recognizes that much valuable research information is not effectively and widely disseminated and utilized. It recommends therefore further consideration and development in the individual States of (a) training of extension specialists and agents in the up-to-date applicable research information, and, (b) organize and conduct in cooperation with industry groups and appropriate research agencies, district and county clinics and farm and field days dealing with inter-related problems of production, drying, storage, marketing, and utilization of rice and rice products.
- b. Consumer Education.-- Educational work with consumers should be continued and further developed. Particular emphasis is needed on the selection of different rices and their uses for food purposes. All of the States carrying on consumer education on food marketing should include the use of rice in their programs.
- c. Contamination During Storage by Insects, Rodents, and Other Means. -- Educational work on controlling rice contamination by insects, rodents and other means should be continued and intensified. Emphasis should be placed on work with storage operators, millers, transportation companies, and wholesale and retail handlers.

- d. Seed Rice Marketing. -- The system of multiplication and marketing should be strengthened through educational work to encourage the universal adoption of improved strains of rice developed by plant breeders.

SEED

- a. Educational Programs. -- The Committee again recommends that additional Federal Extension personnel be provided to: (a) Establish an educational program coordinated with the activities of the Foundation Seed Program; (b) develop educational programs for improvement of the seed-marketing system and to improve the marketing of seed; and (c) disseminate the findings of agronomic research, including emphasis on seed quality.

TOBACCO

- a. Providing Market Information. -- Expand the programs of providing for adequate and timely information by: (a) Assembling and disseminating up-to-date price data of tobacco sold at various markets, by grade if possible; (b) collecting and disseminating information on the changing needs of buyers; and (c) setting up experimental crop estimates or special market news reports in areas where tobacco production is specialized or is on a limited scale.
- b. Growers Marketing Problems. -- Develop and expand Extension educational work on tobacco producers' marketing problems such as congested sales, small volumes, unsatisfactory marketing periods, poor sorting and grading, and variations in prices among markets.
- c. Cooperatives Handling Loans and Price Supports. -- Expand the Extension marketing work with farmers to include information on the functions of cooperatives handling the tobacco loan and price support programs.

TRANSPORTATION

- a. Livestock Losses. -- Safer transportation of livestock is essential to increasing farm income. Educational work should be expanded to give wide dissemination of information which is available on causes of losses and how to avoid them.
- b. Bulk Handling in Transit. -- Reducing costs is especially important in face of competition. Bulk handling of milk, feed, and grain seems to offer opportunities for certain economies. Expanded educational work should be undertaken as research results become available.
- c. Transportation of Food and Perishables. -- Breakage and contamination are causes of much loss in transportation of vegetables and food grains. Adoption of improved practices is needed in many shipping areas. Educational work should be expanded to promote the adoption of sound loading, handling, and transportation practices. This should include educational work with carriers, warehousemen, wholesalers, and retail handlers in maintaining high quality food products--particularly frozen foods.

VEGETABLE

- a. Merchandising. -- Wholesaler-retailer training in the merchandising of fruits and vegetables.
- b. Consumers. -- Consumer education in the purchase and use of vegetables.
- c. Improved Methods. -- Improving grading, packing, handling, and shipping methods with producers and all marketing agencies.
- d. Facilities. -- Improvement of market facilities.

WOOL

- a. Better Preparation of Fleeces. -- Initiate an educational program for the better preparation of fleeces at ranches or farms, with special emphasis on elimination of black fibers, tags, scourable branding fluids, etc.

